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THE MAIN SOCIAL NETWORK FOR THE PROMOTION OF DEVELOPING BUSINESSES

Abstract: At the moment, viewing, reading and publishing content on social networks has become the main daily activity for a large number of Internet users. Also, this activity is a way of earning money for many people. Marketing and promotion solely rely on social media. This article aims at exploring the relationship of social networks in order to better promote a growing business. Through the analysis of related research and observation of users, this article answers the following questions: what social networks are used in other countries and in Russia; how social networks interact with each other and what this can lead to in the field of SMM; and what features popular social networks, such as Twitter, Facebook, Instagram, LinkedIn and YouTube, Google+, VK have and which of them are more suitable for the marketing of developing companies. This study can help start-up and developing companies to understand which social network or several networks are best used for promotion.

Keywords: review, social networks, interaction, SMM, Instagram.

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ОСНОВНАЯ СОЦИАЛЬНАЯ СЕТЬ ДЛЯ ПРОДВИЖЕНИЯ РАЗВИВАЮЩИХСЯ БИЗНЕСОВ

Аннотация: На сегодняшний момент, просмотр, чтение и публикация контента в социальных сетях стало для большого количества интернет-пользователей главной ежедневной деятельностью. И для большей части из них эта деятельность является способом заработка. Маркетинг и продвижение исключительно полагаются на социальные медиа. Данная статья направлена на изучение взаимосвязей социальных сетей в целях лучшего продвижения и раскрутки развивающегося бизнеса. С помощью анализа сопутствующих исследований и наблюдения за пользователями, эта статья дает ответы на следующие вопросы: 1) какие социальные сети используют в других странах и, непосредственно, в России; 2) как взаимодействуют социальные сети друг с другом и к чему это может привести в области SMM; и 3) какие особенности имеет каждая социальная сеть – Twitter, Facebook, Instagram, LinkedIn и YouTube, Google+, VK – и какие из них в большей мере подходят для маркетинга развивающихся компаний. Это исследование помогает начинающим и развивающимся компаниям понять, какую социальную сеть или совместно нескольких сетей лучше всего использовать для продвижения. Статья завершается будущим путем маркетинга в социальных сетях.

Ключевые слова: обзор, социальные сети, взаимодействие, SMM, Instagram.

Nowadays social networks have become one of the most important tools to increase customer loyalty. Every beginning of the year, Smart Insights updates their social statistics which shows opportunities for new

ideas in the media world. The analysis presents interesting features of the results as it highlights the differences between countries in terms of social media usage. The results of the last survey show the increase of the number of Internet users worldwide by 7% and the number of social network users by 13% in comparison with 2017; these figures are 4.021 billion and 3.196 billion, respectively. Currently, the major daily activities for many Internet users are viewing, reading and publishing content on social networks.

The purpose of this article is to research social networks for the choice of a better business startup and developing companies' promotion in Russia via analysis of studies on the topic of social networks. The design of current scheme interaction of social networks with each other will present visual results. Moreover, it is necessary to study the available results of scientific research and find the following information: 1) what social networks are used abroad and in Russia; 2) what features they have and which of them are more suitable for the marketing of developing companies; 3) how social networks interact between each other.

Social networks as a tool for marketing promotion

Wikipedia gives us information about what a social network is: «A social network is a platform, the online service or the website destined to line up, reflect and organization of social online relationships».

In other words, social networks, first of all, are focused on interaction of users with each other. However, since recent times, companies, various organizations, including government ones, and individual entrepreneurs have begun to make extensive use of social media not only for direct personal contact with a client or partners, but also for promoting their own ideas and developed products. For social media marketing to work positively for business development, it is necessary to evaluate the target audience. Brooke B. Sellas supposes that to a greater extent, the dominant social network is different for each group in terms of age, goals (personal self-development, development of the company, product promotion, purchase, etc.), interests, etc. [2].

Analysis of research results

In studies of Smart Insights for the period of Q1 2018, we found relevant data which is further used in the justification of our study, the reason for this is the limited amount of resources of this study. However, the current article describes more of the statistical component of social networks in foreign countries and explores the use of social networks in

Russia which are more popular and more accurate for an emerging business.

The data taken from the results of the Smart Insights survey provides an opportunity to assess how social media are becoming popular throughout the world. To a greater extent, growth is seen in implementation in North, West and South Europe and North America. Thanks to their huge collection of statistics, which is updated annually, we can follow the trend of increasing the involvement of people in social media, as well as extract some new ideas for marketing purposes. In foreign countries, an unconditional victory between social networks is given to Facebook, then YouTube, Instagram, etc. In Russia, Facebook is not so popular, but it is the owner of Instagram which is popular with both VK and Telegram. This article deals with the topic of marketing of emerging businesses or start-ups on social networks. Therefore, such social networks as Facebook, Twitter, Instagram, LinkedIn, Google+, YouTube and also VK and Telegram were reviewed. Social networks like Sino Welbo, Snapchat, WeChat, were not included because they do not fit the following criteria:

- a) networks having application in Russia. It was previously mentioned that we are considering the use of networks within the Russian Federation.

- b) applications focused on publishing, viewing content by users, sharing information and communicating (comments, reposts, likes, direct, etc.)

Features of social networks

Social networks are the engine of marketing activities in any field. This point is proved in the article by Suresh M. and Rahul Mohan, where they describe the use of social media in various industries: a) social media analytics, b) SMM, c) promotion and sales through social networks, d) SMM in tourism, e) consumer protection through social networks, f) business promotion by social networks [6].

Each online network has features that distinguish it from others. Each such network is aimed at attracting the specific audience. As a result of the analysis, the features that are presented in Figure 1 were identified.

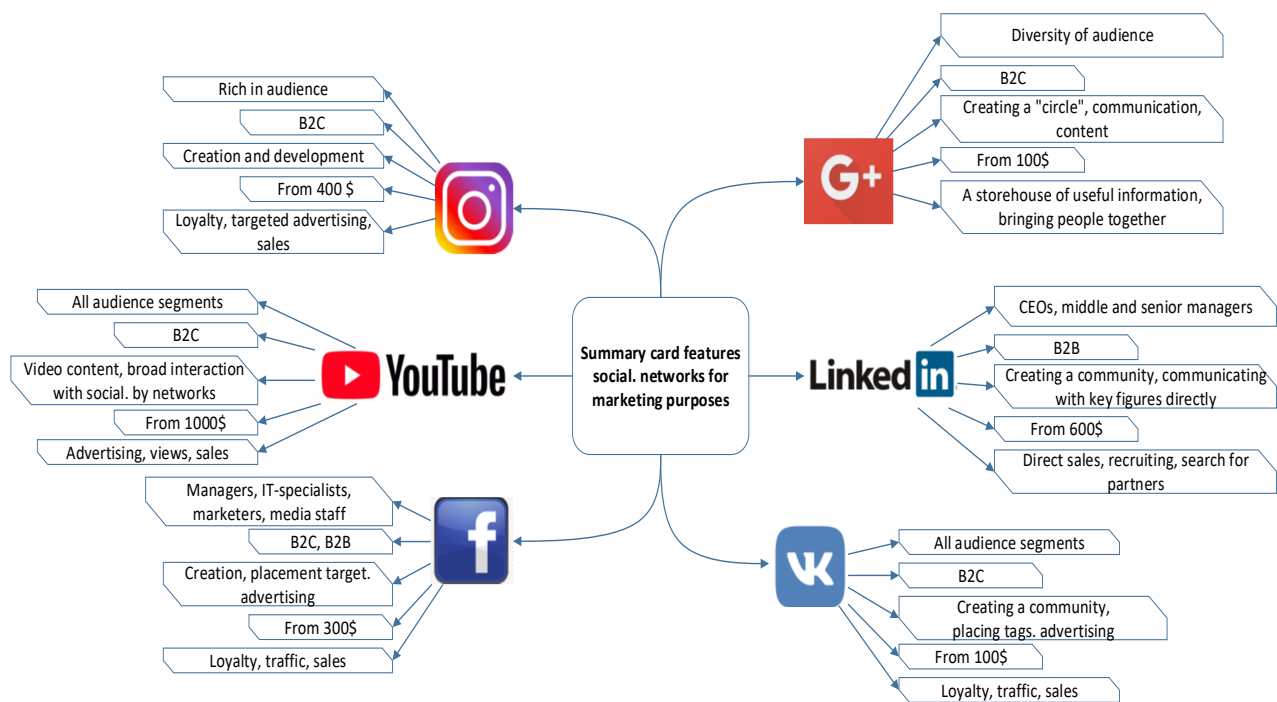


Figure 1 – Features of social networks

Twitter was excluded from the present comparison as it does not have the purpose to promote products. The multiprocessor architecture of Google+ gives the opportunity to earn on advertising and use various services of support for different tasks. Analyzing YouTube, it is mistakenly considered that earnings come from views, but actually from advertising. This is a convenient service with video content, a good way to promote any product. LinkedIn is designed for relatively large companies that are more or less stable on the market. This network is aimed at helping to find support and partnership. Facebook is positioning itself as the largest social network, this network is used for intercommunication and targeted advertising. VK is a large-scale social network in Russia with standard set of functions. Instagram quickly gained popularity and became one of Russia's main platforms for business promotion [5].

By engagement, the undisputed leader is Instagram (Figure 2). Comparing other social networks, Facebook is in the lead, but Twitter is not advisable to promote and implement the company's activities, as it has a very large flow of information, sometimes completely unnecessary for the target audience. Therefore, based on the relevant data of this study and subjective observations, it can be concluded that in this case Instagram is the best platform for starting SMM in the professional field. Moreover, since Instagram is owned by Facebook, all ads run through it. Consequently, we can assume that there are users who have registered on Facebook only for the possibility of promoting their brand on Instagram.

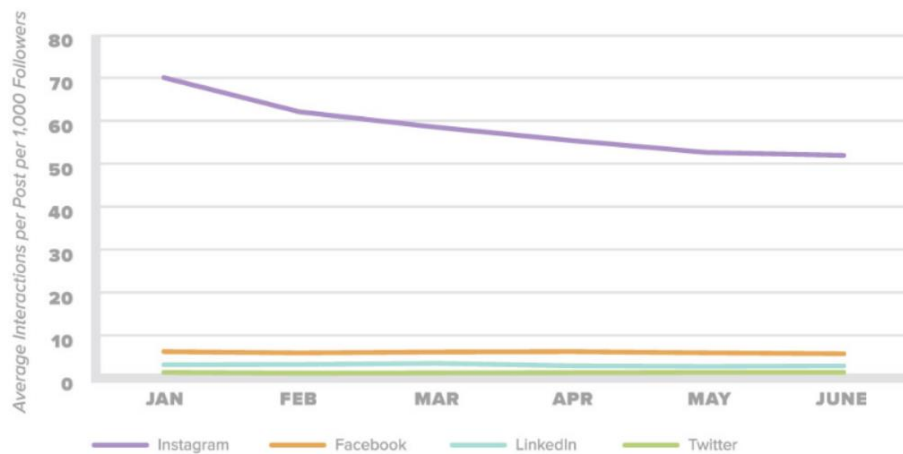


Figure 2 – User involvement in social networks [1].

Social networking interaction

Consider the users' behaviour in critical situations on the social network Instagram. During the observed period, this network created several such situations: a massive random blocking of users, a ban on certain content, as well as a rumor about blocking this network. How did the bloggers behave? Not so long ago it became an official profession.

Such situations track participants of these social networks. Many users gave links to VK, Telegram which broke into social media not so long ago so as not to lose its subscribers, but this activity also allowed them to attract subscribers to other social networks; this can be seen as a marketing move.

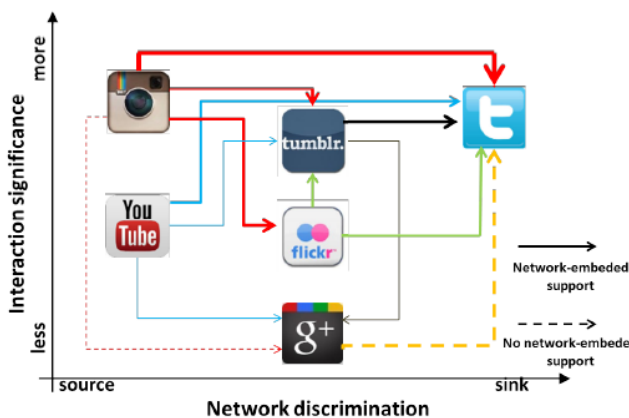


Figure 3 – Data Flows (2015) [4]

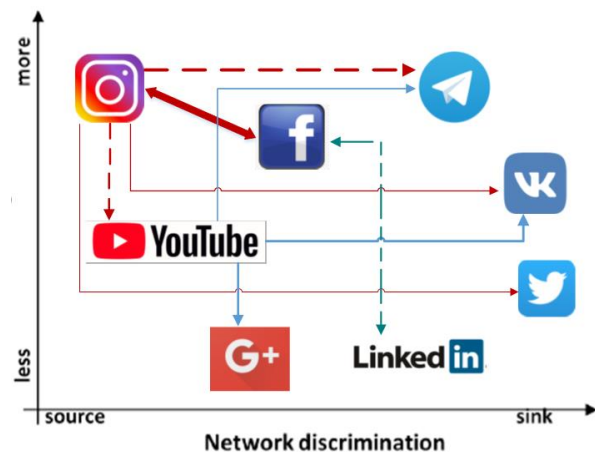


Figure 4 – Data Flows (Present)

When users are not «threatened», they also use other social networks and, in particular, bloggers make video content on YouTube, or discuss topics that are banned in Instagram or in Telegram (these streams are shown in Figure 4 as dashed line) and many other things.

The article by Bang Hui Lim, Dongyuan Lu, Tao Chen and Min-Yen Kan entitled «#mytweet via Instagram: «Exploring User Behavior across Multiple Social Networks» describes the frequency and direction of data flows when social networks interact with each other. This article currently updates and describes how these interactions affect the expansion of a developing business.

Figures 3 and 4 illustrate the flow and frequency of data between social networks for 2015 and at the moment, respectively. Some networks were excluded, some were added, in order to have the best option for the development of the company. As a result, as it can be seen, the flow of interaction between social networks (sources and storage devices) almost has not changed. However, a few new social networks were added that could affect the SMM of a growing company and simpler inter-network communication methods appeared.

Social networks play an important role in the life of each person. Most organizations use social media, including social networks, to interact with their target audience. This is necessary to increase customer loyalty.

Each social network is different, but not applicable to every company. LinkedIn is a very good social network to promote and scale up, but you need to grow to this network. Therefore, at the moment, Instagram is highlighted as a good platform for the promotion of a business, to a greater extent it means the selling of goods and services that are needful for the consumer. Initially, it was focused on beautiful photos. However, as a result, it is one of the main platforms for providing content about a product and its promotion, interacting directly with users and their responses.

During the study of this topic, related studies were found and analyzed and observations were made of users and their sharing of various social networks.

The number of users of social networks throughout the world exceeded 3.196 billion which is 13% more compared to 2017. Viewing, reading and publishing content on social networks has become a major daily activity for a large number of Internet users.

Facebook, YouTube, Sino Welbo, WeChat, Twitter, Instagram and others are popular worldwide, but in Russia there are some social networks that have not received such popularity. The number of entrepreneurs in Russia increased by 15% in comparison with 2017, some of them expanded and used SMM in such social networks as YouTube, Instagram, VK directly for the presentation of their goods or services. Instagram

stands out in terms of its percentage of engagement out of all the social networks. According to the interaction of social networks, it was found that Instagram is more profitable especially for bloggers, as it is both a representative and a conductor for other social networks (YouTube, Telegram, VK, etc.). Many people create a channel on YouTube and Telegram and through Instagram users inform their followers about current content. Thanks to this, Instagram has become the most suitable platform to expand the marketing activities of the company. Over the period of a year and a half, many Internet users have benefited from the Internet and earned on the growth of Instagram popularity, more precisely on the promotion of Instagram, studying this area and providing help and information to people who would like to make money on their favorite business.

The results of this article may not be justified in all scale of business activities due to the limited resources of this study. However, this article is a general overview of what is currently happening in the life of developing companies.

Having studied more in-depth interactions of social networks and their work, you can develop on a scale and earn decently with the high loyalty provided by social networks' opportunity to interact with the target audience.

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